



## Brief Profile

### Designation

#### **Dr. Sanjeev Malaviya** **Associate Professor**

Convener-IBS Thought Leader Series; Alumni Coordinator (IBS Dehradun); Head-Career and Skills Development Centre; Convener - National Education Policy 2020- Implementation Committee The ICFAI University, Dehradun

- ✚ **Ph.D (Management), UGC-NET (Management; 73.71%), MBA, PGDIB (81.25%; Symbiosis, Pune); Certificate course on Predictive Analytics and Quantitative Marketing Research (completed with distinction) from IIM Bangalore.**
- ✚ Dr. Malaviya has 26 years of experience in the industry and academics.
- ✚ He has worked as Regional Head responsible for management of profit centers' and expansion of business, brand management, channel sales management, training and development.
- ✚ Published research papers in ABDC/Scopus indexed and International Journals of repute.
- ✚ He has conducted workshops and seminars as keynote speaker on Career Development and Business Communication and diverse areas of business management.
- ✚ He has initiated, organized and conducted IBS Thought Leader Web Series, Management Development Programs, Seminars and Conference.
- ✚ He has successfully convened the first 'Shri N. J Yaraswy Memorial' Academic Corporate Engagement (ACE) program (2020) at the University.
- ✚ He has won the 'Best Faculty Award' for institution building (2018).
- ✚ Dr. Malaviya has also been adjudged the best Case Facilitator for the award winning case on Business Strategy and Retail Management.
- ✚ Dr. Malaviya has been appointed as the **VCC Member, The All India Management Association (AIMA)** the apex body for management in India; is the **nominated member** for Confederation of Indian Industries (CII) and is the **Convener of the National Education Policy 2020- Implementation Committee**, The ICFAI University, Dehradun.
- ✚ Research domain- Services Quality, Services Marketing, Consumer Behavior and Higher Education Methodology.